

CONTACT:

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The Tristate's First *InventorFest* Brings Inventors, Experts, Exhibitors & the Curious-Minded Together for Free

- Hosted By: The Public Library of Cincinnati & Hamilton County and Wright State University Libraries
- Where: Main Library (800 Vine St., downtown Cincinnati)
- When: Saturday, October 23 - 10:00 a.m. – 4:00 p.m.
- Special Thanks To: The *Business Courier* for supporting *InventorFest 2004*

What is *Inventor Fest*? *InventorFest 2004* is the first ever, public event to be held regionally that's geared toward those with an interest in learning more about the invention process—everything from patenting to marketing those new-fangled gadgets and clever gizmos, as well as the inventors behind them. This free event, co-sponsored by The Public Library of Cincinnati and Hamilton County and Wright State University Libraries, takes place at the Main Library on Saturday, October 23 from 10:00 a.m.– 4:00 p.m. Attendees can pick up inventor-related information, talk to experts, view exhibits by independent inventors, and browse booths sponsored by area businesses and organizations as well as hear local and national speakers. Free door prize drawings and early bird souvenirs will be given away, too. Plus, pick up a coupon for a free, four-week subscription to the *Business Courier*.

***InventorFest 2004* Speakers:**

11:00 a.m. - Patent Attorney James Kipling, former Vice President and Managing Attorney with Kenner Toy Company (and later Hasbro, Inc.) for 20 years, will offer advice on how creations can be protected under Intellectual Property laws and the kinds of agreements and processes the inventor must be ready to deal with.

1:00 p.m. - Federal Trade Commission Investigator Loretta Kraus will discuss spotting sweet-sounding promises of fraudulent invention promotion firms.

3:00 p.m. - Inventors' Council of Cincinnati President Andrea Brady will stress how the council helps independent inventors and entrepreneurs learn more about the product development process to get their inventions to market successfully.

- more -

InventorFest 2004 Booths/Exhibitors:

Among those organizations and businesses that have a booth at *InventorFest 2004* include:

Organization Names

A Patent Lawyer Corp. P.L.C.
Central Kentucky Inventors Council
Cincinnati Business Courier
Cincinnati Business Incubator
Cozy Boy
DesignOvations Inc.
EZ Change Lock Co.
Federal Trade Commission
Frost, Brown, and Todd
Global Sanitation Systems Inc.
Heuck Global Trade
IdeaSmart Development Services
Inventors Council of Cincinnati
Inventors Digest
Inventors Institute
Patent Agent Selenke
Patents - John Woodard
Public Library of Cincinnati & Hamilton County
Sani-Dove-System
Schroeder Industries
SCORE Cincinnati Chapter 34
Slush Buster Corp.
Spark Promotions
Targets in Motion
VentureForward
WMKV Radio
Wood, Herron, and Evans
Wright State University Libraries
Your Environmental Solution: Get Organized Daily

For more InventorFest information:

Contact the Library's Public Documents & Patents Department at (513) 369-6971 or John Schlipp at (513) 665-3359 or john.schlipp@cincinnati-library.org. \$1 parking is available near the Main Library on Saturdays at the Garfield Garage (on 9th Street, between Vine & Race streets).

BIOGRAPHIES OF KEYNOTE SPEAKERS AT INVENTORFEST 2004

LORETTA KRAUS has been Federal Trade Commission (FTC) Investigator for 28 years, 23 of which were spent at the Denver Regional Office of the FTC. In July 1999, Ms. Kraus joined the staff of the East Central Region in Cleveland, Ohio. She holds a Bachelor of Arts degree from MacQuarie University, Sydney Australia, which she attended as a Commonwealth Scholar. Her experience includes investigations of work-at-home schemes, business opportunity and franchise fraud, and fraudulent cross-border telemarketing operations. She also has experience in merger analysis in the areas of involving oil and gas terminals and pipelines, supermarket chains, and hospitals.

JAMES M. KIPLING is Counsel to the Firm's Intellectual Property Department, with special focus on intellectual property and technology law, patent, trademark and copyright matters, including licensing and technology transfer. He is admitted to practice before the United States Patent and Trademark Office, and licensed in the State of Ohio and represents public and private property owners, as well as licensed users. A graduate of University of Cincinnati with a B.S. in Mechanical Engineering and Georgetown Law Center, Mr. Kipling was Vice President and Managing Attorney with Kenner Toy Company and later Hasbro, Inc. for 20 years. In this capacity, he negotiated merchandise License Agreements having cumulative value in excess of \$1 Billion with all major motion picture studios in connection with such properties as Star Wars, Jurassic Park, Batman, Pokeman, Ghostbusters, Care Bears, Strawberry Shortcake, as well as strategic relationships with Disney and DreamWorks. He also handled negotiations with inventors, as well as all professional sports leagues and players' associations and many NASCAR drivers and sponsors. Mr. Kipling was responsible for all legal aspects of product, packaging and advertising development for the Company, with particular emphasis on Children's Advertising issues.

ANDREA BRADY is an independent inventor and entrepreneur and has been President of the Inventor's Council of Cincinnati for the past three years. She owns her own product development firm, IdeaSmart Development Services, and a marketing company, The Marketing Shop. Her products and those of her clients have been recognized in a number of contests, including the National Inventor's Hall of Fame 2004 InventNow competition; the National Mail Order Association's "Made in America 2004" competition; and the Dial/United Inventor's Association "Quest for the Best" new product search. Andrea has also done extensive work with her local school district, helping Milford pass their 2003 operating levy; serving on the District's Business Advisory Committee; and serving as Chairperson of the Communications Committee of the Citizens for Excellent Schools. She holds degrees in Multinational Enterprise from Wharton School of Business and English from University of Pennsylvania and personally holds one US patent, 3 US patents pending, 3 trademarks.